ORDER

Order / Rev: 37377

Alt Order #: 08860799

Product Desc: BERKLEY/SENATE/D

Estimate:

Flight Dates: 10/02/12 - 10/08/12

Original Date / Rev:

09/21/12 / 10/05/12

Order Type:

GENERAL

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region:

National

Agency

Orders

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type: Broadcast Billing Calendar:

Billing Cycle:

Agency Commission:

15%

EOM/EOC

Cash

Advertiser

Name:

Berkley, Shelley - D-USS

AGY, POL, CAND

Demographic:

A35+

Product Codes:

Revenue Codes:

PO1

LV2 Priority:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	154	\$73,965.00	\$62,870.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	154	\$73,965.00	\$62,870.25	0.00
Totals	154	\$73,965.00	\$62,870.25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones		•	Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,965.00
Market	100%	\$246,550.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,637.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,327.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/02/12	10/05/12	8 News Now 4-5a	CM	4-5a	-TWTF	:30	8	\$25.00LV3	0.00 NM	8	\$200.00
				8 News Now 4-5a							- 1		
	NEWS												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 10	/01/12	10/07/12	-TWTF	8	\$25.00	0.00						
E 2	8	10/08/12	2 10/08/12	8 News Now 4-5a	CM	4-5a	M	:30	2	\$25.00LV3	0.00 NM	2	\$50.00
				8 News Now 4-5a							I		

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Order / Rev: 37377

10/02/12 - 10/08/12

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

Flight Dates:

08860799

Product Desc:

BERKLEY/SENATE/D

Estimate:

KLAS

	Start End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type_	Spots	Amount
NEWS <u>Start [</u> Week: 10/08		Weekdays Spots	Week 2	<u>Rate</u> \$25.00	Rating 0.00				Ī		
		CBS This Morning 7-9a CBS This Morning	СМ	7-9a	-TWTF	:30	12	\$165.00LV3	0.00 NM	12	\$1,980.00
Start [Week: 10/01		Weekdays Spots	<u>Week</u> 12	<u>Rate</u> \$165.00	Rating 0.00						
E 4 8 10	0/08/12 10/08/12	CBS This Morning 7-9a CBS This Morning	СМ	7-9a	M	:30	3	\$165.00LV3	0.00 NM	3	\$495.00
Start D Week: 10/08/		Weekdays Spots	Week 3	<u>Rate</u> \$165.00	Rating 0.00						
E 5 8 10	0/02/12 10/05/12	8 News Now 5a M-F 8 News Now 5a M-F	СМ	5-6a	-TWTF	:30	11	\$185.00LV3	0.00 NM	11	\$2,035.00
Start 0 Week: 10/01/	/12 10/07/12	-TWTF	Week 11	Rate \$185.00	Rating 0.00						4555.00
E 6 8 10	0/08/12 10/08/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M	:30	3	\$185.00LV3	0.00 NM	3	\$555.00
Start [Week: 10/08	/12 10/14/12	M	Week 3	Rate \$185.00	Rating 0.00	:30	8	\$250.00LV3	0.00 NM	8	\$2,000.00
E 7 8 10	0/02/12 10/05/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	0-/a	-TWTF	.30	0	\$250.00LV3	U.OU INIVI	•	\$2,000.00
Start [Week: 10/01/		Weekdays Spots -TwTF	<u>Week</u> 8	<u>Rate</u> \$250.00	Rating 0.00						
E 8 8 10	0/08/12 10/08/12	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	M	:30	2	\$250.00LV3	0.00 NM	2	\$500.00
Start [Week: 10/08		Weekdays Spots	Week 2	<u>Rate</u> \$250.00	Rating 0.00						
E 9 8 1	0/02/12 10/05/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	-TWTF	:30	4	\$275.00LV3	0.00 NM	4	\$1,100.00
Start [Week: 10/01	/12 10/07/12	-TWTF	/Week 4	Rate \$275.00	Rating 0.00						
E 10 8 1	0/08/12 10/08/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	M	:30	1	\$275.00LV3	0.00 NM	1	\$275.00
Start I Week: 10/08	/12 10/14/12	M	Week 1	Rate \$275.00	Rating 0.00			0.400.001.10	0.00.1114		£4 COO OO
E 11 8 1 PRICE RI	0/02/12 10/05/12 TE	Price Is Right Price Is Right	CM	10-11a	-TWTF	:30	4	\$400.00LV3	0.00 NM	4	\$1,600.00
Start I Week: 10/01		Weekdays Spots	Week 4	<u>Rate</u> \$400.00	Rating 0.00						
E 12 8 1	0/08/12 10/08/12	Price Is Right Price Is Right	CM	10-11a	M	:30	1	\$400.00LV3	0.00 NM	1	\$400.00
Start I Week: 10/08	Date End Date	Weekdays Spots	/Week 1	<u>Rate</u> \$400.00	Rating 0.00			· · · · · · · · · · · · · · · · · · ·			
E 13 8 1	0/07/12 10/07/12	8 News Now Sun 5-7p 8 News Now Sun	СМ	430-5p, 630-	-7pS	:30	1	\$215.00LV3	0.00 NM	1	\$215.00
<u>Start I</u> Week: 10/01	/12 10/07/12	S	/Week 1	Rate \$215.00	Rating 0.00			6405.001.10	0.00.100	4	6405.00
	0/06/12 10/06/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p	S-	:30	1	\$185.00LV3	0.00 NM	1	\$185.00
NEWS									ı		

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KLAS

Order / Rev:

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Advertiser:

Berkley, Shelley - D-USS

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Product Desc:

Flight Dates:

10/02/12 - 10/08/12

BERKLEY/SENATE/D

Estimate:

Ln Ch Sta	art End	Inventory Code	Break	Start/End	d Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 14 8 10/0	6/12 10/06/12	8 News Now Sat 5-7	2	5-7p	S-	:30	1	\$185.00LV3	0.00 NM	1	\$185.00
NEWS		8 News Now Sat 5-7	þ								
Start Dat	e End Date	Weekdays Sr	oots/Week	Rate	Rating						
Week: 10/01/12		S-	1	\$185.00	0.00	_					
E 15 8 10/0	2/12 10/05/12	8 News Now 5-630p		5-630p	-TWTF	:30	8	\$400.00LV3	0.00 NM	8	\$3,200.00
NEWS		8 News Now 5-630p	IVI-I								
Start Dat			oots/Week	<u>Rate</u>	Rating						
Week: 10/01/12		-TWTF	8	\$400.00 5-630p	0.00 M	:30	2	\$400.00LV3	0.00 NM	2	\$800.00
E16 8 10/0	8/12 10/08/12	8 News Now 5-630p 8 News Now 5-630p		5-630h	v	.30	2	\$400.00EV3	U.UU INIVI	2	\$600.00
NEWS											
Start Dat Week: 10/08/12		Weekdays Sr	oots/Week 2	Rate \$400.00	<u>Rating</u> 0.00						
		8 News Now 4p M-F	CM	4-5p	-TWTF	:30	8	\$350.00LV3	0.00 NM	8	\$2,800.00
		8 News Now 4p M-F		(4:30 PM-5	:00 PM)						
NEWS Start Dal	e End Date	Weekdays Sr	oots/Week	Rate	Rating						
Week: 10/01/12		-TWTF	8	\$350.00	0.00						
E 18 8 10/0	8/12 10/08/12	8 News Now 4p M-F	СМ	4-5p	M	:30	2	\$350.00LV3	0.00 NM	2	\$700.00
NEWS		8 News Now 4p M-F		(4:30 PM-5	:00 PM)						
Start Dat	e End Date	Weekdays Sr	oots/Week	Rate	Rating						
Week: 10/08/12		M	2	\$350.00	0.00						
E 19 8 10/0	6/12 10/06/12	Sat 7-8p - ET Wknd	CM	7-8p	S-	:30	1	\$165.00LV3	0.00 NM	1	\$165.00
ET		Ent Tonight Weeker	iu								
Start Dat			oots/Week	Rate	Rating						
Week: 10/01/12		7 %- Beteter	CM	\$165.00 7-8p	0.00 -TWTF	:30	8	\$350.00LV2	0.00 NM	8	\$2,800.00
E 20 8 10/0	2/12 10/05/12	7-op Rotator	CIVI	7-op	- IWIF	.50	0	Ψ000.00EV2	0.00 14141		Ψ2,000.00
ET										ļ.	
Start Dat Week: 10/01/12		<u>Weekdays</u> <u>Si</u> -TWTF	oots/Week 8	Rate \$350.00	<u>Rating</u> 0.00						
Spot Ch Date	Range [<u>Description</u>	-	t/End Time		<u>Weekdays</u>	Len		Rtg Type		
	1/12-10/07/12 7	7-8p Rotator	7-8p			-TWThF	:	30 (\$350.00)	0.00 <i>NM</i>		
	<i>20.9,20.10</i> n PE'd due "Pre	esidential Debate" - bc	0]								
	1/12-10/07/12		7-8p	•		-TWThF	• :	30 (\$350.00)	0.00 NM		
	20.9,20.10	esidential Debate" - bc	0.1								
	3/12-10/03/12\		0 j 10-1	1p	(10:00 PM-10:30	W	. :	30 \$350.00	0.00 NM		
⊕ MG for 2		·		•							
	3/12-10/03/12 \	Ved 10-11p	10-1	1p	(10:00 PM-10:30	W	•	30 \$350.00	0.00 NM		
⊕ MG for 2		70 5 44	014	7.0-		.20		6250 001 1/2	0.00 NM	2	\$700.00
E 21 8 10/0	08/12 10/08/12	7-8p Rotator 7-8p Rotator	CM	7-8p	M	- :30	2	\$350.00LV2	U.UU INIVI	2	\$700.00
ET		·									
<u>Start Da</u> Week: 10/08/12		Weekdays S	oots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
)2/12 10/05/12			630-7p	-TWTF	- :30	4	\$325.00LV2	0.00 NM	4	\$1,300.00
		Inside Edition		•							
INS EDIT Start Da	te End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 10/01/12		-TWTF	4	\$325.00	0.00					I	

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Order / Rev:

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Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08860799

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Product Desc: BERKLEY/SENATE/D KLAS

Ln C	h St	art	End	Inventory Code	Break	Start/End	d Time Days	Len Spo	ots	Rate Pri	Rta Type	Spots	Amount
			2 10/05/12	630-7p Inside Edi		630-7p	-TWTF		4	\$325.00LV2		4	\$1,300.00
IN:	SEDIT			Inside Edition		·							
	Start Da		End Date	Weekdays	Spots/Week	Rate	Rating						
Weel Spot	c: 10/01/1 Ch Dat		10/07/12 nae D	-TWTF escription	4 Start	\$325.00 End Time	0.00	Veekdays	Len	oth Rate	Rta Type		
4				30-7p Inside Editio			_	·TWThF		:30 (\$325.00)			
	See MG			-idtial Dabatall	h 1								
5			: a due Pre: :-10/03/12 W	sidential Debate" - /ed 10-11p	10-1	1p	(10:30 PM-11:0C-	W		:30 \$325.00	0.00 NM		
_	MG for						•						
		08/1:	2 10/08/12	630-7p Inside Edi Inside Edition	ition CM	630-7p	M	:30	1	\$325.00LV2	0.00 NM	1	\$325.00
INS	S EDIT Start Da	ıte	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	c: 10/08/1		10/14/12	M	1	\$325.00	0.00						
		02/1	2 10/02/12	Tue 8-9p NCIS	СМ	8-9p	-T	:30	1	\$2,000.00LV3	0.00 NM	1	\$2,000.00
NC	IS Start Da	ıto.	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	<u>عربا المح</u> 1/01/1 c:	_	10/07/12	-T		\$2,000.00	0.00						
E 25	8 10/	02/1	2 10/02/12	· · · · · · · · · · · · · · · · · · ·	СМ	9-10p	-T	:30	1	\$2,000.00LV3	0.00 NM	1	\$2,000.00
NC	IS LA			NCIS: LA								l	
140	Start Da	<u>ite</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	c: 10/01/1		10/07/12	-T		\$2,000.00	0.00						
E 26	8 10/	04/1	2 10/04/12	Thu 9-10p Person Of Interes	CM	9-10p	T	:30	1	\$1,800.00LV3	0.00 NM	1	\$1,800.00
PE	RS OF IN	ΙT		reison Of interes	5 1								
Weel	Start Da		End Date 10/07/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00						
E 27	8 10/	07/1	2 10/07/12		CM	7-8p	S	:30	1	\$1,300.00LV3	0.00 NM	1	\$1,300.00
60	MIN			60 Minutes									
	Start Da	<u>ite</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	k: 10/01/1		10/07/12	S	1	* . ,	0.00			#4 000 001 \/D	0.00.104		64 000 00
E 28	8 10/	08/1	2 10/08/12	Mon 10-11p Hawaii Five-O	CM	10-11p	M	:30	1	\$1,900.00LV3	0.00 NM	1	\$1,900.00
HA	WAII 5.0												
10/00	Start Da	_	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating 0.00						
	k: 10/08/1 8 10/		2 10/07/12		CM	\$1,900.00 10-11p	S	:30	1	\$1,900.00LV3	0.00 NM	1	\$1,900.00
				The Mentalist			J		-	. ,			.,,,,,,,,,,
ME	NTALIST		End Data	Mackdaya	Spoto Atlant	Rate	Rating						
Weel	<u>Start Da</u> k: 10/01/1	_	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	\$1,900.00	0.00						
E 31	8 10/	05/1		Fri 10-11p Blue Bloods	СМ	10-11p	F	:30	1	\$1,400.00LV3	0.00 NM	0	\$0.00
BL	UE BLOC		End Date	Maaledaya	Cnato Allacia	Deta	Datin -						
Weel	<u>Start Da</u> k: 10/01/1	_	End Date 10/07/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$1,400.00	<u>Rating</u> 0.00						
<u>Spot</u>	Ch Dat	e Ra	nge D	escription	Start	VEnd Time	1	<u>Neekdays</u>			Rtg Type		
1	8 10/0 Credite		?-10/07/12 F	п 10-11р	10-1	1р	•	F	-	:30 (\$1,400.00)	0.00 <i>NM</i>		
	[due to		LV1]										
E 32	8 10/	05/1	2 10/05/12	•	СМ	9-10p	F	:30	1	\$1,200.00LV3	0.00 NM	1	\$1,200.00
RAF	O IN JRSY	,		Made In Jersey									
IVIL	Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	k: 10/01/1	2	10/07/12	F	1	\$1,200.00	0.00						
E 33	8 10/	04/1	2 10/04/12		CM	10-11p	T	:30	1	\$2,200.00LV3	0.00 NM	1	\$2,200.00

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KLAS

Order / Rev: 37377

Advertiser:

Berkley, Shelley - D-USS

Alt Order #: 08

08860799

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Ln Ch End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start Thu 10-11p Elementary **ELEMENTARY** Start Date **End Date Weekdays** Spots/Week Rate Rating ---T---0.00 Week: 10/01/12 10/07/12 1 \$2,200.00 **Spot** Ch Date Range **Description** Start/End Time **Weekdays** <u>Length</u> Rate Rtg Type :30(\$2,200.00) 0.00 NM 8 10/01/12-10/07/12 Thu 10-11p 10-11p ---Th----See MG 33.2 :30 \$2,200.00 0.00 NM ---Th----8 10/01/12-10/07/12 Thu 10-11p 10-11p MG for 33.1 10/04 CM ---T---:30 \$2,100.00LV3 0.00 NM 1 \$2,100.00 10/04/12 10/04/12 Thu 8-9p 8-9p E 36 Big Bang / 2 1/2 Men BG BNG/2.5 MEN Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ---T---0.00 \$2,100.00 Week: 10/01/12 10/07/12 1 :30 \$750.00LV3 0.00 NM \$750.00 10/06/12 10/06/12 Sat 10-11p CM 10-11P ----S-1 48 Hours Mystery **48 HR MYST** Spots/Week Rating Start Date **End Date Weekdays** Rate ----5-\$750.00 0.00 Week: 10/01/12 10/07/12 CM 1135p-1237a :30 \$200.00LV3 0.00 NM 8 \$1,600.00 10/02/12 10/05/12 -TWTF--E 38 8 Letterman Letterman **LTTRMN** Start Date **End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 10/01/12 10/07/12 -TWTF--\$200.00 2 \$400.00 E 39 8 10/08/12 10/08/12 Letterman CM 1135p-1237a M-----:30 2 \$200.00LV3 0.00 NM Letterman **LTTRMN End Date** Weekdays Spots/Week Rate Rating Start Date \$200.00 0.00 Week: 10/08/12 10/14/12 :30 \$110.00LV3 0.00 NM \$440.00 1237a-137a -TWTF--10/02/12 10/05/12 CM E 40 8 Craig Ferguson (12:37 XM-1:37 XM) Craig Ferguson **FRGUSN Start Date End Date** Weekdays Spots/Week Rate Rating 0.00 Week: 10/01/12 10/07/12 -TWTF--4 \$110.00 \$110.00 8 10/08/12 10/08/12 Craig Ferguson CM 1237a-137a :30 \$110.00LV3 0.00 NM 1 E 41 Craig Ferguson (12:37 XM-1:37 XM) **FRGUSN** Spots/Week Rating Start Date **End Date** Weekdays Rate 10/14/12 \$110.00 0.00 Week: 10/08/12 \$300.00LV3 0.00 NM 2 \$600.00 :30 8 News Now 11p Sa/SuCM 11-1135P ----SS 10/06/12 10/07/12 8 News Now Sa/Su 11p **NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate ----SS Week: 10/01/12 10/07/12 \$300.00 0.00 F 43 10/02/12 10/05/12 8 News Now 11p M-F CM 11-1135p -TWTF--:30 \$500.00LV3 0.00 NM 4 \$2,000.00 8 News Now 11p M-F **NEWS** Weekdays Spots/Week Rating Start Date **End Date** Rate -TWTF--\$500.00 0.00 Week: 10/01/12 10/07/12 :30 \$500.00LV3 0.00 NM 1 \$500.00 10/08/12 10/08/12 8 News Now 11p M-F CM 11-1135p M----8 News Now 11p M-F **NEWS Start Date End Date Weekdays** Spots/Week <u>Rate</u> Rating \$500.00 0.00 Week: 10/08/12 10/14/12 \$430.00 \$215.00LV3 0.00 NM 2 E 46 8 10/07/12 10/07/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 8 News Now Sun AM #2 **NEWS** Spots/Week Rating **Start Date End Date Weekdays** Rate 10/07/12 \$215.00 0.00 Week: 10/01/12 10/06/12 10/06/12 CM NCAA College Foo----S-:30 2 \$1,050.00LV1 0.00 NM 2 \$2,100.00 N 47 8

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Order / Rev:

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BERKLEY/SENATE/D

10/02/12 - 10/08/12 Es

Estimate:

Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Inventory Code Break Start/End Time Days NCAA Football NCAA College Football Spots/Week Rating Weekdays Start Date **End Date** Rate 10/07/12 2 \$1,050.00 0.00 Week: 10/01/12 Sat Prime Special 2 \$500.00LV2 0.00 NM 2 \$1,000.00 8 10/06/12 10/06/12 CM 8-10p ----S-:30 N 48 KLAS Movie: The Principle Rating Start Date **End Date** Weekdays Spots/Week Rate ----S-\$500.00 0.00 10/07/12 Week: 10/01/12 0.00 NM 10/06/12 10/06/12 Politics Now S Sebelius CM Various ----S-:30 \$275.00LV2 \$275.00 N49 8 Politics Now S Sebelius Rating Start Date **End Date Weekdays** Spots/Week Rate 0.00 10/07/12 ----5-\$275.00 Week: 10/01/12 NFL Football Reg. ----S :30 \$2,200.00LV2 0.00 NM \$2,200.00 N 50 10/07/12 10/07/12 NFL Reg Season Game&M 1 NFL Football Reg. Season **End Date** Spots/Week Rating Start Date **Weekdays** <u>Rate</u> Week: 10/01/12 10/07/12 ----S \$2,200.00 0.00 CBS News Sunday Morr@M CBS Sunday Morni-----S :30 \$350.00LV2 0.00 NM \$350.00 10/07/12 10/07/12 1 N 51 **CBS News Sunday Morning** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S \$350.00 0.00 8 News Now 5a M-F :30 \$790.00LV1 0.00 NM \$790.00 10/02/12 10/05/12 CM 5-6a -TWTF--1 N 52 8 News Now 5a M-F **Start Date End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/01/12 10/07/12 \$790.00 0.00 N 53 10/02/12 10/05/12 8 News Now 6a M-F CM 6-7a -TWTF--:30 \$965.00LV1 0.00 NM 1 \$965.00 8 News Now 6a M-F Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$965.00 0.00 7-9a :30 N 54 10/02/12 10/05/12 CBS This Morning 7-9a CM -TWTF--\$700.00LV1 0.00 NM 1 \$700.00 **CBS This Morning** Weekdays **Start Date End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$700.00 0.00 8 10/02/12 10/05/12 Ellen CM 3-4p -T----:30 \$1,490.00LV1 0.00 NM \$1,490.00 N 55 Ellen **End Date** Spots/Week Rating Start Date <u>Weekdays</u> Rate 10/07/12 Week: 10/01/12 -T----\$1,490.00 0.00 10/02/12 10/05/12 Live w/Kelly CM 9-10a -TWTF--:30 1 \$1,050.00LV1 0.00 NM \$1,050.00 Live w/Kelly Weekdays Spots/Week Start Date **End Date** Rate Rating -TWTF--\$1,050.00 0.00 Week: 10/01/12 10/07/12 10/02/12 10/05/12 8 News Now 5-630p M-FCM :30 1 \$1,750.00LV1 0.00 NM \$1,750.00 5-630p -TWTF--8 News Now 5-630p M-F Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/01/12 10/07/12 \$1,750.00 0.00 Politics Now S Sebelius CM \$965.00LV1 10/06/12 10/06/12 Various ----S-:30 0.00 NM 1 \$965.00 Politics Now S Sebelius Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 Week: 10/01/12 ----S-\$965.00 0.00 10/07/12 10/07/12 NFL Reg Season Game£M 1 \$7,700.00LV1 N 59 NFL Football Reg. ----S :30 0.00 NM 1 \$7,700.00 NFL Football Reg. Season Spots/Week Start Date **End Date Weekdays** Rate Rating ----S 1 \$7,700.00 Week: 10/01/12 10/07/12 0.00 N 60 10/06/12 10/06/12 Sat Prime Special CM 8-10p ----S-:30 1 \$2,000.00LV1 0.00 NM 1 \$2,000.00 KLAS Movie: The Principle Spots/Week Start Date **End Date Weekdays** Rate Rating Week: 10/01/12 10/07/12 ----5-\$2,000.00 0.00 10/02/12 10/05/12 8 News Now 4-5a :30 \$25.00LV3 0.00 NM N61 CM 4-5a -TWTF--1 1 \$25.00 8 News Now 4-5a **Start Date** Spots/Week End Date <u>Weekdays</u> Rate Rating

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KLAS

Order / Rev:

Flight Dates:

37377

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

Start Date

Start Date

Week: 10/01/12

Week: 10/01/12

End Date

10/07/12

End Date

10/07/12

10/07/12 10/07/12

Weekdays

Game Time/UNLV

Game Time/UNLV

----S-

Weekdays

----S

08860799

Product Desc:

10/02/12 - 10/08/12

BERKLEY/SENATE/D

Estimate:

Amount Rate Pri Rtg Type Spots Break Start/End Time Days Len Spots **Inventory Code** End Ln Ch Start \$25.00 \$25.00LV3 0.00 NM 10/02/12 10/05/12 8 News Now 4-5a СМ 4-5a -TWTF--:30 N61 8 8 News Now 4-5a Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$25.00 0.00 10/02/12 10/05/12 8 News Now 4-5a СМ 4-5a -TWTF--:30 \$20.00LV4 0.00 NM \$20.00 8 N 62 8 News Now 4-5a Rate Rating Start Date End Date Weekdays Spots/Week 10/07/12 -TWTF--\$20.00 0.00 Week: 10/01/12 0.00 NM -TWTF--:30 1 \$1,575.00LV1 1 \$1,575.00 CM N 63 10/02/12 10/05/12 8 News Now 4p M-F 4-5p 8 News Now 4p M-F (4:30 PM-5:00 PM) Rating **End Date** Weekdays Spots/Week Rate Start Date -TWTF--\$1,575.00 Week: 10/01/12 10/07/12 0.00 ----S-:30 \$500.00LV2 0.00 NM 2 \$1,000.00 CM 8-10p 10/06/12 10/06/12 Sat Prime Special KLAS Movie: Madison <u>Weekdays</u> **End Date** Spots/Week Rating **Start Date** Rate 10/07/12 ----S-Week: 10/01/12 \$500.00 0.00 N65 10/06/12 10/06/12 Sat 1135p-1235a Priv P@M 1135p-1235a ----s-:30 \$335.00LV1 0.00 NM 1 \$335.00 **Private Practice** Spots/Week

Rate

\$335.00

CM

Spots/Week

1135p-1205a

Rate

\$65.00

Rating

Rating

0.00

0.00

----5

:30

1

Totals \$73,965.00 154

1

\$65.00

0.00 NM

\$65.00LV3